

National CACFP Week



Raising Awareness Across the Nation

www.cacfp.org

Sponsor Promotion

It is important to publicize the benefits of the Child & Adult Care Food Program (CACFP) to parents, the general public and providers. While this should be happening on an on-going basis, we make a special effort for promotion during National CACFP Week. When we all join forces and pull together, the message we provide is stronger and will receive more attention. National CACFP Week also brings awareness to the professionalism of the individuals involved in this industry – providers and sponsors. The CACFP is an indicator of quality child care.

Research proves that good nutrition in young children not only contributes to their physical growth, but to their intellectual and emotional development as well. Children who participate in the CACFP have the opportunity to develop positive eating habits that will lead to a lifetime of good eating habits and good health.

Here are a list of activities to promote community awareness of the CACFP and its importance to the quality of available child care:

Tips for Getting Press

Include a picture of a local provider and her children eating a healthy meal or doing a physical activity.



▶ Post and/or distribute CACFP Week materials provided free of charge for members by the National CACFP Sponsors Association.

▶ Start promoting the National CACFP Week in your newsletters. Feature a healthy breakfast, lunch, supper and snack menu in your newsletter. Use the “CACFP Where Healthy Eating Becomes a Habit!” apple logo whenever possible, available at www.cacfp.org.

▶ Honor your providers with a tea or luncheon nutrition workshop.

▶ Mail National CACFP Week press releases to local newspapers. You can use the sample included in this packet or create one of your own. Include a picture of a local provider and her children eating a healthy meal or doing a physical activity. (A picture captures the attention of the reader and speaks strongly. Be sure to get a signed media release from parents if you use their child in a photo.) Let the community know that you and the providers have teamed together to

provide nutritious meals along with nutrition education to children in the community and to celebrate National CACFP Week. Include a recipe and craft idea. When using the sample press release, be sure to add your own statistics in the appropriate places.

▶ Start planning early. Hold a recipe swap for your entire state or region. Ask providers to mail in their favorite meal and snack recipes. Compile a “Recipes of Healthy Eating” booklet and have it ready to give to your providers during CACFP Week or during a monitoring review. Local and State Representatives can also be furnished a copy. Hold a press conference to launch your booklet.

▶ Ask providers to mail in their favorite physical activity. Compile a “Physical Games for Children” booklet and have it ready to give to your providers during CACFP Week or during a monitoring visit. Local and state representatives can also be furnished a copy. Hold a press conference to launch your booklet.

▶ Work with state and/or local authorities (Governor, Mayor, City Council President) to officially proclaim National CACFP Week.

Share a Quote

“ I love the CACFP because it helps provide nutritious meals to thousands of children and is an excellent resource and advocate to family child care providers. For some children, the meals served in child care are the only nutritious meals they get for the day. ”

NATIONAL
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Provider Promotion

The purpose of the National CACFP Week is:

1. To educate parents and the community about how the CACFP helps child care providers serve well balanced, nutritious meals,
2. To promote proper nutrition for growing children,
3. To ensure long-term health benefits by creating healthy eating habits.

Celebrate and promote National CACFP Week in your home or center together with the children you serve!

- ▶ Plan an activity with children. Take a picture of the children doing the activity. Send the picture to your U.S. Congressperson and Senators along with a short note about how the CACFP helps promote lifelong healthy eating habits in young children. Better yet, invite someone from your TV, radio, newspaper or legislature to be a part of the activity.
- ▶ Host an open house for families celebrating the CACFP. Serve a few of the children's favorite recipes. Display any crafts you may have done with the children. Invite your legislative representative to join you and your guests. Try to get media coverage.
- ▶ Encourage the children to complete their activity flyer throughout the week.
- ▶ Send an activity flyer home with children so their families can review how the CACFP supports good nutrition and physical activity in child care.
- ▶ Plan at least one nutrition activity this week and inform the parents. Need ideas? Check out www.facebook.com/NationalCACFP
- ▶ Involve the parents and children in planning this week's meals and snacks.
- ▶ Talk about the menu each day in relation to MyPlate. Did you meet the recommended number of servings?
- ▶ Talk with the children about how eating nutritious foods now will help them to be healthier adults later. Example: Eating foods that are good for you will help you stay healthy and strong.
- ▶ Try a new recipe. Ask parents if they have a recipe that they would like to share.
- ▶ Compile your own recipe book. Hand out your recipe book at a parent appreciation brunch or snack.
- ▶ Make a commitment to improve menus during March, also National Nutrition Month, by:

- Using more fresh fruits and vegetables
- Evaluating the menus for "plate appeal"
- Adding new vegetables to the menu
- Make healthy eating fun
- Increasing the use of whole grain products



There's nothing boring about participating in the CACFP.

Want to put a smile on your children's faces?

Here's a fun, and super easy, snack idea from food.com. Serve with yogurt or cheese for a great snack!

Check out more snack, craft, and physical activity ideas at www.facebook.com/NationalCACFP

“

A new study has indicated that children may learn lifelong eating habits which will effect their weight for life – before age five! CACFP is more important than ever. ”

Sample Press Release

DATE: (Date)
TO: Local Newspaper
FROM: Your Sponsorship Name
Address
FOR: IMMEDIATE RELEASE
SUBJECT: National Child & Adult Care Food Program Week: (DATE)

“ This program provides approximately 1.9 billion meals and snacks to over 3.2 million children. ”

The primary goal of the Child and Adult Care Food Program (CACFP) is to serve nutritious meals to children attending child care homes and centers. Secondary goals are: 1. The establishment of positive eating habits at the earliest stages of development. 2. Reduction of future health care and education costs due to lack of proper early development. 3. Training and support of local child care personnel. Research also indicates that the CACFP is one important factor in providing quality child care.

During National CACFP Week (*Your Company Name*), a (*Your State*) based non-profit sponsor of the CACFP joins with (*Your State or Area*) family child care providers in acknowledging the many ways our community benefits from the CACFP.

Children that are cared for by providers participating in the CACFP benefit by being fed nutritious USDA regulated meals that ensure their proper development. These children gain from early nutrition education that helps them establish positive eating habits that will enrich the quality of their diet throughout their life.

Parents of children in child care are assured that their child(ren) receives high quality meals. With proper nutrition, the child is less likely to experience illness and fatigue and will develop at a normal physical and intellectual pace. Good nutrition is the recipe for an all-around happier child.

Providers receive nutrition education and support services from their CACFP sponsor that help them serve nutritious meals and create a positive eating environment for children. The quality of child care provided in our community is improved due to educational and financial resources available to caregivers through the CACFP.

This program provides approximately 1.9 billion meals and snacks to over 3.2 million children daily in child care centers, family care homes, and after-school programs; over 115,000 elderly persons in Adult Day Care; over 52,000 child care centers; 137,000 family child care providers working with 865 sponsors use CACFP to provide children with high quality nutrition and learning experiences.

In (*Your State*), (*Total # of Providers*) providers are enrolled in the CACFP, with approximately (*Total # of Children*) children enrolled in their care. Please join us in honoring all CACFP providers for their invaluable work done on behalf of (*Your State*) children.

CONTACT: (*Your Name, Phone, Email Address*)
MORE INFO: www.cacfp.org

You can use this sample press release or create one of your own. Include a recipe and craft idea. When using the sample press release, be sure to add your own statistics in the appropriate places.

Sample Letter to Legislator

(Date)

The Honorable **(Your Legislator)**
U.S. House of Representatives
(Address of your Legislator)
Washington, D.C. 22222



Dear Congressperson:

(Date) is National Child & Adult Care Food Program (CACFP) Week. The CACFP is a partnership between parents, children, providers, and the CACFP sponsor emphasizing the important role that the CACFP plays in promoting lifelong healthy eating habits in children and also emphasizes the importance of the CACFP to promote physical activity in family child care homes and child care centers. The CACFP has been cited both in academic studies and in government reports for the contributions it makes to the well being of children being cared for in our child care system.

Because this program is so important to the constituents in your state, I want to remind you about the goals of the program and obtain your support during National CACFP Week.

The primary goal of the CACFP is to serve nutritious meals to children attending child care homes and centers, especially those from lower economic circumstances. Proper nutrition is vital to the physical, intellectual and emotional development of young children. Secondary goals of the CACFP are: the establishment of lifelong, positive eating habits, reduction of future health care and education costs due to lack of proper early development, and training and support of local child care personnel. The CACFP benefits our state in the following ways:

FOR THE CHILD

Proper nutrition during the early years of childhood ensures appropriate development and reduces physical and educational problems later in life. Eating patterns and habits established during these years help determine the quality of one's diet throughout life. Children participating in the CACFP enjoy meals that meet USDA nutrition requirements. These nutritionally complete meals help the child learn and grow and are the foundations that will help them achieve their fullest potential in the future.

FOR THE PARENT

Parents are assured that their children receive high quality, well-balanced meals. A well-nourished child is less likely to experience fatigue and illness which requires parents to be absent from work. Children are more likely to be healthy, happy and develop at a normal physical and intellectual pace. The children are also sharing with the parent handouts like fun and easy recipes that they can make together at home.

FOR THE PROVIDER

Providers receive valuable nutrition education that helps them identify the proper foods to feed in amounts appropriate for young age groups. They obtain help in understanding how to encourage positive eating habits that end up benefiting a child throughout life. The financial reimbursement helps them to be able to afford to serve nutritionally complete foods.

FOR THE COMMUNITY

Within our state, **(# of Providers)** providers are enrolled in the CACFP, with approximately **(# of Children Enrolled)** children directly benefiting from the food program. The CACFP in our state meets the nutritional needs of young children while they are in out-of-home care, resulting in significant enrichment and improvement of the quality of child care provided in our community.

In 1997, welfare reform legislation was implemented that made significant cuts in the CACFP. This resulted in a reduction of participation by family child care providers and thus reduced the number of children benefiting from nutritionally complete meals. We must all work together to assure children receive the nutritious meals they need to grow and eat well for a lifetime.

Sincerely,

(Agency Name)
(Contact Name, Title, Email)



“This program provides approximately 1.9 billion meals and snacks to over 3.2 million children.”

Sample Proclamation

WHEREAS: One of the basic rights of children, as set forth in the Universal Declaration of Human Rights by Eleanor Roosevelt in 1948, is their right to basic nutrition. Caring for the children must be our nation's first priority; and

WHEREAS: Since the inception of the Child & Adult Care Food Program (CACFP) in 1968, it has granted our children the best possible foundation in life and benefited many adults, which is vital to our state's long term health; and

WHEREAS: The two fundamental goals of the CACFP are that children serviced by this program will be well nourished during their crucial years, while concurrently learning healthy eating behaviors that will last their lifetime. Emotional, mental and physical health originates with nutritious eating; and

WHEREAS: We acknowledge the child and adult care providers, nutrition educators, program specialists and staff, state and federal professionals and parents who contribute to the success of this outstanding program, The Child & Adult Care Food Program; and

WHEREAS: The CACFP will continue its commitment to the benefits of nutritious eating for children and adults. Together, as Americans, we can make a difference in the lives of our children.

NOW THEREFORE, I, _____, Governor of the State of _____, do hereby proclaim this week of (Date) to be

_____ CHILD & ADULT CARE FOOD PROGRAM WEEK.
(State Name)

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of

the State of _____ to be affixed at the State Capitol this _____ day of March in the year of our Lord, (Date),

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Ask Your Governor to Issue a State Proclamation

Share these outreach materials with your state governor's office now, and together with other sponsors and providers from across the state, petition for a state proclamation to coincide with National CACFP Week. It's a grassroots effort that, when fulfilled, will serve to raise awareness in your state government as well as community members across your state.

“ *The CACFP is an indicator of quality child care.* ”



Let's get the message out!



Quisque pellentesque metus ac quam | Donec magna nulla, aliquet vitae, congue ac, faucibus

Preparing For an Interview

As you promote the CACFP to your community, you might find you are invited to do an interview. Be ready!

- ▶ Do your homework. Have statistics from your state agency available and read the enclosed narrative history of the CACFP.
- ▶ Provide your interviewer with samples of nutrition education materials that your sponsorship has supplied to the providers. Select samples that are visually appealing, simple and educational, and something in which the audience can identify. Have samples of material that are just for the children and samples that have gone to the provider.
- ▶ Ask a provider to participate in the interview or have part of the interview at a provider's home. Be sure to brief the provider and share the "Benefits of the CACFP" sheet with them.

- ▶ Call other sponsors in your state and discuss National CACFP Week. Share ideas of how to promote good nutrition and support for child care providers.
- ▶ Run a "thank you" letter in your newsletter, thanking providers for their hard work in ensuring that children receive good nutrition and emphasizing their importance to the community. Promote the concept that developing healthy eating habits starts at a very young age and that their participation in the CACFP will ensure that our children will continue to develop nutritious habits throughout their lives.

- ▶ Be positive and upbeat. You are the vehicle that is bringing the benefits of the CACFP to the public.

CHILD & ADULT CARE FOOD PROGRAM BENEFITS

BENEFITS TO THE CHILD

The Child & Adult Care Food Program (CACFP) offers lifetime benefits. Proper nutrition during the early years of childhood ensures appropriate development and reduces physical and educational problems later in life. The preschool years are when eating patterns and habits are being established that may determine the quality of one's diet throughout life. Children who are in child care with providers who participate on the CACFP are given the opportunity of nutrition education by providers who understand their role in shaping attitudes toward the acceptance of nutritious foods. Providers create an atmosphere that instills a positive, curious attitude about food from the earliest years.

BENEFITS FOR THE PARENTS

Parents are assured that their children will be served high quality meals. The benefit is children are less likely to experience fatigue and illness, and less time a parent must be absent from work. The child is also more likely to be healthy, happy and develop at a normal physical, emotional and intellectual pace.

BENEFITS FOR THE COMMUNITY

Because of the CACFP, federal tax monies are returned to the provider's state and invested in the health of the community's children. The added revenue is a means of helping to keep child care costs down for employees working in the community. Since only regulated providers are eligible to participate in the program, this provides an incentive for unlicensed providers to comply with local child care ordinances.

BENEFITS FOR THE FAMILY CHILD CARE PROVIDER

Providers receive valuable nutrition education that helps them know the proper foods to feed children in amounts appropriate for these young age groups. They receive help through nutrition education and personal visits from CACFP staff in understanding how to encourage positive eating habits that will benefit a child throughout life. They help children make healthy food choices for their meals and snacks that will last a lifetime.



Why Write to Your Legislator?

A letter to your legislative representatives will serve to raise awareness and get personal about the CACFP.

Inform and educate your representatives about the value and benefits of the CACFP.

Promote your sponsorship as a contact.

Make your representatives aware of the provider, parent and sponsor constituency.

Encourage them to keep you informed of issues relating to the CACFP, so you can keep your providers informed too.

Invite a legislator to your office and/or set up a time when they can visit a provider's home, preferably at a meal or snack time. Make a snack from the flyer with your provider and the day care children.

Take a picture and run it with your news story. Find out if the legislator uses child care or has a close relative that does. Take a picture of your representative with the children.



“ Research proves that good nutrition in young children not only contributes to their physical growth, but to their intellectual and emotional development as well. Children who participate in the CACFP have the opportunity to develop positive eating habits that will lead to a lifetime of good eating habits and good health. ”

NARRATIVE HISTORY OF THE CHILD AND ADULT CARE FOOD PROGRAM

The Children's Aid Society of New York provided this country's first school food service program in 1853. By 1900, other cities were making significant efforts to initiate some type of school food service program. By 1913 there were 30 cities with school food service programs, most of them operated by private charities. During the Depression years of the 1930's, the federal government began to provide financial aid to assist with school food service programs.

In 1946, the 79th Congress passed the National School Lunch Act and established the National School Lunch Program (NSLP). The Act assisted states in providing an adequate supply of food and assisted other facilities in establishing, maintaining, operating and expanding non-profit school lunch programs. The government also established several policies regarding implementation of the NSLP:

- Free or reduced-price lunches would be served to children unable to pay full price.
- All meals for all students would be subsidized.
- The program would be non-profit.
- Lunches must meet nutritional requirements.
- The program should use donated foods as much as possible.

In 1962, the 89th Congress passed the Child Nutrition Act.

The history of government support for child care feeding programs began in 1965 as part of a three-year pilot program known as "Special Food Service Program of Children." That was the forerunner of the Child & Adult Care Food Program (CACFP). The pilot program provided assistance to non-residential child care centers serving children from low-income areas or from areas with significant numbers of working mothers. In 1968, Congress instituted the Child Care Food Program (CCFP) as part of the Child Nutrition Program. This was to improve nutritional status and prevent disease in children attending day care centers, recreational centers and settlement homes in low-income areas of the U.S., where large numbers of working mothers lived. Meals were required to meet minimum nutrition standards, and were to be served at no cost or reduced cost to children unable to pay full price.

In October of 1975, new child nutrition legislation, Public Law 94-105, expanded the program to include family day care homes and all private or public non-profit day care facilities. The law extended eligibility to all non-profit day care centers (those serving non-needy as well as needy areas). It also opened participation to family and

group day care homes, allowing them to join under the sponsorship of a qualifying "institution" or organization.

In November of 1978, the CCFP became permanent. Public Law 94-627 modified the program in these major areas:

- Permanent authorization was given to the program.
- Cash reimbursement changed from an income to a reimbursement.
- Categorized rate for day care homes to a flat rate or reimbursement for each child in family day care homes.
- Reimbursement for all meals served in the homes would be at one rate, regardless of the family income of the participants.
- USDA would pay sponsoring agency administrative expenses.
- Sponsoring agency monitoring and supervisory assistance was expanded.

The Rules and Regulations implementing this law went into effect May 1, 1980. To carry out the CCFP, agreements were made between state agencies and the USDA Food and Nutrition Service for reimbursement to qualified contractors of child care facilities, outside-school-hours centers and family day care homes, for nutritious meals and supplements to children.

In 1989, the Program expanded to allow adults in adult day care centers to participate. The name changed to the Child and Adult Care Food Program (CACFP) to reflect the change.

In 1996, a welfare reform legislation was enacted that created significant changes to the CACFP. Resulting in a two tier system that went into effect in 1997.

The CACFP has grown throughout the years. Nationwide approximately 3.2 million children are served each working day in family day care homes and thousands more participate in child care centers and Head Start Programs.

The goals of the Child and Adult Care Food Program are to ensure that well-balanced, nutritious meals are served to children and to help children learn to eat a wide variety of foods as part of a balanced diet.

The Program Serves

- Children under the age of 13.
- Migrant workers' children, age 15 and under.
- Physically or mentally disabled persons receiving care in a family day care home or child care center where most participants are 18 years old or younger.
- Adults who are functionally impaired or over the age of 60, and unable to care for themselves.

Day Care Home Participation

- Family day care homes must follow the state licensing requirements.
- Family day care homes must participate through a sponsoring organization.

Sponsoring Organizations

Sponsors must be either private or public non-profit agencies or state and local government, and have the staff and expertise necessary to provide nutrition and services to the family day care home community.

The goals of the Child and Adult Care Food Program are to ensure that well-balanced, nutritious meals are served to children and to help children learn to eat a wide variety of foods as part of a balanced diet.



CHRONOLOGICAL HISTORY OF THE CHILD AND ADULT CARE FOOD PROGRAM

- 1853 The Children's Aid Society of New York provided this country's first school food service program.
- 1913 There were thirty cities with school food service programs, most of them operated by charities.
- 1930 The federal government stepped in with financial aid and surplus agriculture products for school food service programs. During World War II, these commodities were diverted to the war effort.
- 1946 The 79th Congress passed the National School Lunch Act and established the National School Lunch Program (NSLP). The governmental guidelines, established at this time, defined nutritional requirements.
- 1962 The Act was amended to make the program more effective by providing free or reduced price lunches to children. Although authorized in 1962, this amendment was not funded until 1966.
- 1965 Government began providing support for child care feeding programs within child care centers. This was the forerunner of the Child and Adult Care Food Program (CACFP).
- 1966 With the passage of the Child Nutrition Act, among other things, a pilot breakfast program in schools was started.
- 1968 Congress instituted the Child Care Food Program as part of the Child Nutrition Program, to improve nutritional status and prevent disease in children attending child care centers.
- 1975 Public Law 9-105 expanded the program to include state licensed family child care homes and all private or public non-profit child care facilities, including those serving non-needy areas. Participating family child care homes needed the sponsorship of a qualified institution or organization.
- 1976 Amendments were passed which did the following:
1. Established the Nutrition Education and Training (NET) Program, which provides nutrition training for food service personnel and child care facilities.
 2. Revised the summer feeding program into the Summer Food Service Program we know today.
 3. Strengthened the administration of the NSLP and required greater accountability of program funds.
 4. Gave the Secretary of Agriculture the authority to regulate the sale of competitive foods in schools, including such items as soda water, frozen desserts, candy, and chewing gum until the end of the last lunch period.
- 1978 The CACFP became permanent by Public Law 94-627. The program was modified in three major areas:
1. The cash was changed from an income to a reimbursement.
 2. Reimbursement for each child changed to a flat rate in family child care homes, regardless of family income.
 3. USDA would pay sponsoring agency administrative expenses.
- 1980 Rules and Regulations implementing this law went into effect May 1, 1980. There was legislation to reduce federal assistance for child nutrition programs to aid the economic recovery.
- 1989 The CCFP expanded to allow adults in adult day care centers to participate. The name was then changed to The Child and Adult Care Food Program.
- 1996 Welfare reform legislation is enacted that creates significant changes to the CACFP.
- 1997 A two tier system of reimbursement is implemented.
- 1998 Public Law 105-336 authorized CACFP reimbursement for snacks to children through age 18 in "At-Risk" afterschool centers. The law also consolidated benefits for homeless children, enabling public or private nonprofit emergency shelters which provide residential and food services to homeless families to participate in CACFP. Eligible shelters were authorized to receive reimbursement for serving up to three meals each day to homeless children who reside there. Unlike most other CACFP facilities, a shelter does not have to be licensed to provide day care. It must, however, meet any health and safety codes that are required by state or local law.
- 2000 The Agricultural Risk Protection Act of 2000 (P.L. 106-224) made changes designed to strengthen program management. It added new eligibility criteria for institutions, requirements for approval of institutions, monitoring requirements for State agencies and sponsoring organizations, parent notification, management improvement training, and procedures on withholding of administrative funds. It also expanded the "at-risk" afterschool care component of CACFP to allow reimbursement for suppers to children through age 18 in afterschool care programs in six States
- 2000 The Consolidated Appropriation Act, 2001 (P.L. 106-554) extended eligibility to for-profit child care centers and outside-of-school-hours care centers serving low-income children in all States, from December 21, 2000 through September 30, 2001.
- 2001 The Agriculture, Rural Development, Food and Drug Administration, and Related Agencies Appropriations Act, 2002 (P.L. 107-76): Authorized supper benefits in afterschool care programs in Illinois (in addition to Delaware, Michigan, Missouri, New York, and Oregon) and Extended CACFP eligibility to for-profit centers serving low-income children through fiscal year 2002
- 2004 Child Nutrition and WIC Reauthorization Act of 2004 (P.L. 108-265): Increased the minimum level of State Administrative expense funding and changed tiering determinations from 3 years to 5 years. Examined reducing paperwork burden from the regulations and recordkeeping requirements for State Agencies and institutions
- 2009 Agriculture, Rural Development, Food and Drug Administration, and Related Agencies Appropriations Act, 2010 (P.L. 111-80) continued expansion of additional meal benefits to at-risk afterschool care programs in 13 States and the District of Columbia. It also authorized \$8 million in grants to improve health and wellness projects in child care settings
- 2010 The Healthy, Hunger-Free Kids Act (S. 3307) broadened the Afterschool Meal Program to cover all 50 states (currently it covers just 13), supports the expansion of direct certification for school meals, improves area eligibility rules so more family child care homes can use the CACFP program, changes summer food rules to make it easier for nonprofits to operate, makes important reforms in the nutritional quality of food served in schools and child care, and makes "competitive" foods sold or offered in schools more nutritious. Research continues to prove that proper nutrition in young children not only contributes to their physical growth, but to their intellectual and emotional development as well. All private sponsors must be tax-exempt. Amounts of funds provided by CACFP are based on costs for administration and a national formula on number of homes sponsored.